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Ninety-Seventh Day of America in the War.

A MAN'S SIZE JOB.

Managing the job is a man's size job, but the man who is filling it measures up to all requirements.

When the first draft was decided upon, Brigadier-General Enoch H. Crowder was given charge because of his special fitness for the place. With virtually no precedent to guide him, he was called upon to formulate and put into operation the scheme of registration and drafting. A maze of details had to be worked out and complicated machinery put in smooth running order to list all who are subject to military service and to prevent slackers from evading their duty. It was he who decided upon the plan of putting the registration and draft into the hands of civilians and of making the county the unit for registration. He devised the registration cards and directed their distribution and return. And it is now Crowder who is in charge of the task of selecting the men who are to comprise the first great national army.

Few men have been assigned to such difficult duties; few, indeed, could have performed them so well.

The smoothness with which the draft is being conducted is splendid evidence of the ability of the man who has it in charge.

SMALL INVESTORS WILL TAKE SECOND BOND ISSUE.

Preparations are being made for another big bond issue. It will exceed the Liberty loan by a billion dollars.

Doubt is expressed in some quarters as to whether so large an issue—\$3,000,000,000—can be placed at one time. But it can be, easily, if the campaign is thoughtfully conducted. Small investors will buy the bonds eagerly, just as they over-subscribed the first loan in the last day or two of the campaign—just as soon as they understand the plan fully.

In fact, the response to the second loan will be quicker than it was to the first. Timid dollars will pour out of hiding and savings will be tendered the government freely to aid in winning the war. The American people know more about bonds now than they did a few months ago and will buy them as a business proposition as well as to prove they are the most loyal people in the world and stand solidly behind the government.

MAKING ONE CAR DO THE WORK OF TWO.

To make one freight car do the work of two is the problem confronting the railroads of the country with tonnage the heaviest ever known and the cry on all sides: "Cars, cars, more cars!"

By making quicker repairs, by better movement and by heavier loading, the railroad managers hope to effect a saving that will be equivalent to adding 779,000 cars to the present available equipment.

Good results have already been accomplished, according to a bulletin just issued by the American Railway Association which states that in April roads operating 51 per cent of all mileage in the United States produced more than three billion ton-miles of freight transportation than they did in the same month of last year—equal to an addition of 126,000 cars to the equipment of the roads reporting. This increase of 3,354,000,000 ton-miles is equivalent to adding 35,000 miles of railroad to

the roads in the United States, with a density of freight traffic on each mile equal to the average density of all American railroads for 1915. This addition to the fixed plants of the railroads exceeds the total mileage of the railroads of Great Britain in 1914 and nearly equals the total mileage of the railroads of Germany at the beginning of the war.

Great progress is being made in increasing car efficiency. They are being loaded ten per cent in excess of their marked capacity, cars that have accumulated in congested territories are being rushed to roads on which shortage exists, the shipment of all tidewater coal has been pooled, repairs are being rushed with all possible haste.

This co-operation of railroads and shippers with the government has done much to allay fears that the railroads would be unable to cope with the situation.

ADVERTISING REDUCES SELLING COSTS.

While it is quite generally conceded that advertising is the most potent and most helpful force in modern business, in that it reduces selling costs while increasing volume of sales, a few remain who consider advertising a huge economic waste. In refuting this, Alan C. Reilly, president of the Association of National Advertisers gives some interesting information as to the actual cost of advertising. He says:

"Let us see how much the big advertisers spend. The average man here talks every day about the millions and millions spent for advertising, and he finally gets the notion that somehow or other the buyer has got to pay for it."

"I wonder if Mr. Average Man ever stops to realize that those millions spent in advertising sell hundreds of millions worth of goods—goods that could never be sold so cheaply in any other way. And it is this immense saving in selling that helps to make lower priced goods."

"Millions spent for advertising sounds big, but hundreds of millions worth of goods sold by advertising makes the actual amount spent for advertising look small."

"The advertising of one of the leading paint manufacturers of the country averages 1.5 per cent of their total sales. In other words, for every dollar's worth of paint they sell, they spend 1.5 cents in advertising. This is about equivalent to the price of a postage stamp and a cent's worth of paper for every dollar's worth of goods sold. Another big paint and varnish manufacturer spends from 2 1/2 to 3 per cent."

"Next take clothing. One of the biggest clothing manufacturers in the country spends 1 1/2 per cent. Another 2 per cent, an equally prominent shoe manufacturer, spends 1 1/2 per cent."

"How about the luxuries? Take one of the most popular luxuries in the world—candy. One of the best known candy-makers here and one of the biggest advertisers, spends 5 per cent."

"You will be surprised when I give you the figures for two of the most famous automobile builders in the country. One is 5 per cent, the other is 3 per cent. Also two of the leading tire manufacturers—one spends 2 per cent, the other 3 per cent. And all four rank among the biggest advertisers in the country. These figures are authentic, and when you consider the enormous volume of the automobile and tire business you will see that the small percentages are ample for the wonderful publicity."

It will be seen from the above that advertising not only increases the profits of the advertisers, but reduces the cost of the article to the consumer by decreasing the expense of selling, making intelligent publicity the most efficient method of merchandising ever developed by business enterprise.

TODAY LET US HONOR FRANCE!

On July 4, 1776, a handful of American colonists declared themselves free and independent and prepared to fight to make their words good. They finally achieved their liberty—thanks to the help of French troops and French naval vessels.

The shots fired in that war for freedom were heard around the world. Everywhere men were set thinking. Everywhere men wondered whether kings really ruled by divine right.

Today is France's Fourth of July. Having just celebrated our own Independence Day, what more fitting than that we Americans give honor to French liberty?

American celebration of this day, Bastille Day, is a visible and beautiful and touching evidence of the amity that has existed between two great sister republics. It gives us a chance to show our love for generous France—the chivalrous nation that has been in the forefront of civilization, ever ready to do battle for liberty, for ideas, for truth.

Brusiloff is putting the rush in Russia. Berlin papers please copy.

It will be a great day when we write it "Ex-Kaiser Wilhelm" and a better day for Germany, as well.

Athletics, too, have profited by the war. There's the new sport of water baseball in America and air polo over the trenches of Europe.

War weather: Fair (for the allies) and warmer (for the enemy).

When we have dealt with German spies like Germany deals with all spies found in that country we may expect to get rid of the spy menace.

THE SCRATCH PAD

By THOMAS EWING DABNEY.

The report that a German submarine has been sighted in Hampton Roads is taken as an indication, in well informed circles, that the Maine is coming south for the summer.

Merely because a man splits his infinitives is no indication of his willingness to chop kindling.

Congress is muddling things less now because it is doing less.

That wild cheer is from the married men who have learned that masculine attire is to be made without pockets; they sleep easy now knowing their wives won't be able to go through them.

If the price of shoes goes up much higher we will be seeking to join that religion whose devotees go barefoot.

The paragrapher of the New Orleans States thinks the war will be a blessing if it abolishes the dinky little pinchback coats the Willie boys; but we think that getting rid of the Willies will be the principal benefit to society.

Our censorship is so much up in the air that we are beginning to fear it got caught in the aviation department.

The strange, wild creature recently discovered in Georgia, that has some resemblance to a man and some to an animal, speaks no known language and carries a cane, is no doubt the owner of the guinea—the famous nut eating bird that Roosevelt found, who has been hunting for his pet.

A New York woman says she has no use for her husband and writes the war department to put his name in the selective drawing. That woman evidently has her husband's number, and we hope the government will get it, too.

As things look now, the senate will before long be improved by the defeat of Vardaman, the kaiser's agent in the south.

Daily Weather Report

U. S. Department of Agriculture, Weather Bureau.

Charles F. Marvin, Chief.

DAILY WEATHER BULLETIN

Pensacola, Fla., July 13, 1917.

Pensacola's Temperature Data.

Highest on record for July 103 degrees.

Lowest on record for July, 64 degrees.

Day temperatures in July usually rise to 87 degrees.

Night temperatures in July usually fall to 75 degrees.

Highest temperature yesterday, 82 degrees.

Lowest temperature yesterday, 70 degrees.

Pensacola's Rainfall Data.

Rainfall for 24 hours ending 7 p. m., .87 inches.

Normal rainfall for the month of July, 7.27 inches.

Total rainfall for this month to 7 p. m., 2.88 inches.

Total deficiency this year to June 30th, 1.88 inches.

Weather Temperature Precipitation

Stations: 7 p. m. 7 high ending p. m. 1st 24 hrs ending 7 p. m.

Abilene, clear, 100 102

Atlanta, clear, 80 86

Boston, cldy, 75 80

Buffalo, rain, 64 72

Baltimore, cldy, 74 82

Chicago, pt. cldy, 72 76

Denver, clear, 82 94

Green Bay, pt. cldy, 68 79

Hatteras, cldy, 78 82

Huron, cldy, 72 76

Jacksonville, pt. cldy, 80 86

Kansas City, clear, 86 90

Knoxville, clear, 82 86

Louisville, clear, 84 86

Memphis, clear, 90 92

Minneapolis, pt. cldy, 72 74

Mobile, cldy, 82 88

Montgomery, cldy, 76 80

New Orleans, cldy, 82 86

New York, clear, 70 80

North Platte, clear, 82 88

Oklahoma, clear, 98 104

Palestine, clear, 96 100

Pensacola, cldy, 80 82

Phoenix, pt. cldy, 106 108

Pittsburg, clear, 70 76

Portland, Ore., clear, 88 88

St. Louis, cldy, 86 96

Salt Lake City, clear, 94 98

San Francisco, clear, 60 62

Shreveport, clear, 78 102

Tampa, rain, 72 82

Toledo, clear, 68 70

Washington, pt. cldy, 74 86

Williston, cldy, 68 78

Weather, barometer readings, wind directions and wind velocity at 7 p. m., along the gulf coast.

Brownsville, clear, 29.94, SE.

Corpus Christi, clear, 29.96, S-26.

Galveston, clear, 30.00, S-12.

New Orleans, cldy, 30.02, SW.

Burwood, clear, 30.06, S.

Mobile, cldy, 30.06, SW-12.

Pensacola, cldy, 30.09, SW-17.

Apalachicola, cldy, 30.16, calm.

Tampa, rain, 30.18, W.

Miami, clear, 30.16, E-14.

The Journal's "Want Ad. Way" is the BEST way.

SOMEWHERE IN FRANCE



FRENCH ORPHAN'S DAY

Saturday, the Fourteenth, hark ye all, is Orphans' Day. And men and women, children, too, are asked to give away whatever money they can spare to feed the babes of Famme. Poor, helpless little victims of ruthless circumstance.

Ah! in this land of plenty, where fruits and flowers grow. Where luxury is commonplace and streams of vast wealth flow. No heart can surely be too small, no soul too dead to feel That each must do his part or hers, war suffering to heal.

And is it not our place to share what God gives you and me? Three hundred thousand orphans are there across the sea! Beneath the skies of mourning France are graves where heroes lie: They died to save their native land and, too, that you and I.

Might know the gift of freedom, democracy and peace. Awake, ye people, realize now our efforts must not cease! The children of these heroes are starving, naked, sad. On Saturday, the Fourteenth, let's help to make them glad. July 9, 1917. ELIZABETH MORENO.

PERNICIOUS POLITICS.

Tampa Morning Tribune.

Developments in the appointment of new members of the state board of control do not make good reading to the average citizen of Florida.

Evidently, politics and politics only has dominated and directed the selection of members of this important body, charged with the responsibility of conducting the institutions of higher education in the state.

A shock of surprise was felt through the state when it became known that the governor had chosen as a member of this board a man who had never been identified in any particular with the cause of education, but who had, on the other hand, been for an active life-time affiliated actively with the whiskey business. This shock was intensified when it admitted that this man received the appointment because he had collected money for the governor's campaign fund from his associates in the sale of whiskey.

Not only, it appears, was it the governor's purpose to reward this service by placing this man on this most important board, but also to have him made the executive head, the chairman of that body.

This intention was disclosed when the governor asked for the resignation of H. Clay Armstrong, one of his own appointees to the board, because Armstrong was unwilling to vote for the governor's pet for the chairmanship.

Armstrong resigned, which was greatly to his credit, and he was succeeded by a DeFuniak Springs adherent of the governor's who doubtless placidly agreed to vote for Earman and to be otherwise subservient to the governor's will.

Another item of the picayunish political character of the appointments to this body is found in the fact that the new members of the board promptly provided a new job for Bryan Mack, a newspaper man, one of the governor's favorites. Bryan Mack is a good fellow, a hard worker and will doubtless prove a good secretary—but the provision made for him shows that agreement to do the governor's bidding in taking care of his political debts was a prerequisite to membership on the state board of control.

Ability, both executive and in an educational way, a high sense of duty, familiarity with the work and organization of the state colleges—these, it appears, ought to be the principal qualifications for membership on this body—and such have been considered by other governors as the main qualifications. If any state board ought to be pre-eminently above petty politics, this is the one. Yet we find that its memberships have been made dependent upon a supine sub-

servency to the dictates of the cheapest variety of politics—a matter of barter, of "trading," conditional on paying off campaign workers for services rendered.

We find it impossible, knowing him as we do, to charge Governor Cates with this responsibility for this sort of business. We believe that he is in the hands of as dangerous a clique of political traders and tricksters as ever connived against the well-being of a state. These fellows have influenced him to make a series of lamentable mistakes. We believe that he will not long be deceived by these self-seeking persons—that he will see the light, realize how they are trying to use him and, with the weapons of his awakened wrath, drive them from the capitol as the money-changers of old were driven from the temple.

For the governor's own good and for the good of the state, we hope that this awakening is not far distant.

ENTERTAINMENT AT THE CORA BAPTIST

There will be an ice cream social given on the lawn of the Cora Baptist Church this evening from four to seven o'clock, and everyone is cordially invited to attend and to take part in the entertainment. The Cora Baptist Sunday School will have charge of the exercises and a good time is promised to all who attend.

There will be regular services conducted at this church as usual Saturday night at 8 o'clock, Sunday morning at 11 o'clock and Sunday evening at 5 o'clock.

The pastor will also conduct services at the Jay Baptist Church Sunday afternoon at three o'clock. All are welcome.

STRAIGHTENED HIM UP.

Solomon Bequette, Flat River, Mo., writes: "Two years ago I was down on my back till I could hardly go. Foley Kidney Pills straightened me right up. I recommend them to all who have kidney trouble." Rheumatic pains, aching joints, sore and swollen muscles indicate that the kidneys are not properly filtering impurities from the blood. Foley Kidney Pills get right at the trouble and give prompt relief. Painful irregular and sleep-disturbing bladder troubles also yield quickly to their tonic healing action. D'Alemberte's Pharmacy—adv.

WEST FLORIDA BRIEFS

Stock Raisers Jubilant.

Stock raisers of Santa Rosa are jubilant over the recent decision of the county commissioners to levy a half mill tax for continuation of tick eradication and to submit the question of compulsory dipping to an election to be held at the time of the next primary. They are certain the election will carry by a big majority and that Santa Rosa will soon be in the list of tick free counties. Some were under an impression that the tax levy would depend upon the election, but such is not the case. The levy has been made and the work will continue next year. The election will determine whether or not dipping is to be compulsory. The farmers are pleased with the work done by County Agent J. O. Traxler during the short time he has been in the county and regret that his effective tick eradication work must cease for the present because of lack of funds.

Flournoy Re-Elected Mayor.

Col. W. W. Flournoy has been re-elected mayor of DeFuniak Springs without opposition. In the same election C. H. North, H. J. Rogers, N. McGuire, and H. W. James were elected councilmen; J. P. Moon was chosen city clerk and J. M. Laird defeated five opponents for the office of marshal. Otto Tappan was elected cemetery trustee.

Washington Tax Levy 21 Mills.

The tax levy for Washington county will be 21 mills this year, an increase of 5.1-2 mills over last year. 21-2 mills of the increase being for the state and 3 mills for the county.

A BAD SPRING FOR WOMEN.

The late, cold and damp spring seems to have been particularly severe on the health of women, and many are suffering from the backache, rheumatic pains, aches, and pains in sides, joints and muscles, lumbago and other ailments caused by overwork or disordered kidneys or bladder. Mrs. T. J. Bucknell, Hardy, Neb., writes: "I am recovering from an attack of lumbago, by the aid of Foley's Kidney Pills. They surely help me." Women seem particularly liable to kidney trouble, and no symptom should be neglected. D'Alemberte's Pharmacy—adv.

Another Saturday and Monday Special



Victrola IX.

Attractive July Terms. Good for Above Two Days Only. Come and See Them.

Reynolds Music House

HALF PRICE SALE THE LA MODE

ALL SPRING AND SUMMER GARMENTS GOING AT HALF PRICE.